



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GROWTH BY DESIGN

Growth by Design Kit — all five worksheets

The whole kit in one file: scorecard, message worksheet, follow-up templates, voice profile, time audit, ownership checklist.

Part of the free Growth by Design course · by Evolv Strategies · evolv.io

Want this working in your business instead of on your reading list?

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The Growth by Design Kit

All five worksheets in one file. Five fixes, in order: find the bottleneck, clarify the message, fix the follow-up, use AI practically, build for ownership. Print what you need.

What's inside

1. Bottleneck Diagnostic Scorecard
2. One-Sentence Message Worksheet + 5-Second Test
3. 5-Touch Follow-Up Templates
4. AI Voice Profile + 1-Week Time Audit
5. The Ownership Checklist

1 · Bottleneck Diagnostic Scorecard

Score it, name your constraint, write the 30-day plan. Do it by hand.

Step 1 — Score your six stages, 1–10

#	Stage	The question	Score /10
1	Attention	Enough right-fit people discover you each month?	___
2	Message	A stranger gets what you do in 5 seconds?	___
3	Conversion	Interested visitors have one obvious next step?	___
4	Follow-up	You respond within minutes and chase persistently?	___
5	Delivery	You could take 30% more work without chaos?	___
6	Retention	Customers return and refer on their own?	___

Step 2 — Find your constraint

Pick the **first stage, top to bottom, that scores 6 or under**. Fix from the top of the leak.

My constraint is: _____

Step 3 — Write your 30-day hypothesis

I believe my biggest constraint is _____. If I _____ over the next 30 days, then _____ should move. I'll know it worked if _____.

The clock: Day 0 name it · Day 1–7 make the one change · Day 14 is the number moving? · Day 30 verdict.

2 · One-Sentence Message Worksheet + 5-Second Test

The formula

We help **[specific who]** **[get specific outcome]** without **[the pain or the usual way]**.

Part	Its job	Yours
[specific who]	Named so the right buyer thinks "that's me."	_____
[specific outcome]	The result they get, not the service you perform.	_____
without [the pain]	The thing they dread about the usual way.	_____

My one sentence: _____

The 5-second test

Text your homepage link to three strangers. "Five seconds, then tell me": (1) What does this do? (2) Who's it for? (3) What would you do next? If they can't answer all three, use fewer, clearer words up top.

AEO quick-checklist

- ☐ 40–60 word plain "what we do" near the top of key pages
- ☐ A real, answer-first FAQ of the questions buyers actually ask
- ☐ Specific facts — numbers, locations, service areas, outcomes
- ☐ A quarterly refresh so pages don't go stale and fall out of AI answers

3 · 5-Touch Follow-Up Templates

Write once, automate the first reply, put it on rails. Helpful, not pushy.

- **Touch 1 — Min 0 (automated):** "Got it, [name] — real answer within [the hour]."
- **Touch 2 — Hour 1:** the real answer or quote + a booking link.
- **Touch 3 — Day 2:** "Any questions? Most people ask [X]."
- **Touch 4 — Day 5:** a useful nudge — example, tip, or proof.
- **Touch 5 — Day 12:** "I'll stop here so I'm not a pest — reply any time." (*Revives more "dead" leads than any new ad.*)

The standing ask: Review (at peak happiness, with a direct link) · Referral ("know one other [type of person]?") · Repeat ("time for your next [service]?").

4 · AI Voice Profile + 1-Week Time Audit

Voice profile (build once, paste before every AI draft): 5 voice traits · 5 phrases you'd never use · 3 hard rules. Then the 10-second human pass: cut one corporate phrase, add one human touch.

Time audit — log a week; all three ticks = automate it first:

Task	Repetitive?	Rule-based?	No judgment?
_____	☐	☐	☐
_____	☐	☐	☐
_____	☐	☐	☐

ROI check: hours saved/week × your rate – tool cost/month = net value. Clearly positive? It's a yes.

5 • The Ownership Checklist

Run once. If you don't own it, you're renting it.

- ☐ **Domain** in your name, at your registrar, auto-renew on.
- ☐ **Customer list & data** exported and yours; every tool lets you get data out.
- ☐ **Content & brand** source files collected into a folder you own, in writing.
- ☐ **Accounts** (Google Business, host, socials, ads, analytics) — you're owner/admin; vendors get access only.
- ☐ **AI data settings** — not training on your data; nothing sensitive in public chatbots.

The agency test: "If we parted ways tomorrow, what would I walk away with — and what would I lose?" If you'd lose your site, domain, data, and rankings, that's not a vendor — it's a hostage situation with nice invoices.

Evolv Strategies — Growth by Design. Get a free Growth Audit at evolv.io.



EVOLVV STRATEGIES

THE NEXT STEP

You've got the playbook. Want it running by next month?

Five fixes, one system. If you'd rather have them installed than just diagnosed, that's the conversation.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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